

Downtown Business District
Meeting Minutes
Wednesday, June 22, 2016
330 Main Street, Middletown, CT

Attendees

Diane Gervais (Chair)	Sean Moriarty (Police Department)
Marc Levin (Commissioner)	Cathy Duncan (Chamber of Commerce)
Tom Ford (Commissioner)	Pamela Steele (Pamela Roose Specialty Yarns)
Mary Ann Perrotti (Commissioner)	Matt Lefebvre (Middlesex Music Academy)
Valerie Scribano (Commissioner)	Trevor Davis (Commercial Real Estate)
	Ann Marie Cannata (North End)
	Lisa Melaven (DBD Office)

Minutes -

- Motion made by Marc Levin to approve
- 2nd by Val Scribano
- Minutes accepted

Treasurer's Report – Mike DiPiro

Diane Gervais reports on Mike's behalf; the DBD is in good financial standings. A hundred percent of our tax money for the 2015-2016 fiscal year has been received through the City's Finance Department. Lisa will submit a letter to the City's Finance Department asking for the third and final installment.

- Motion made by Marc Levin to approve
- 2nd by Maryann Perrotti
- Treasurer's Report accepted.

Chair Update – Diane Gervais

Beautification: The summer plantings were completed.

Gift Cards: Running smoothly with the new processor.

Marketing: The spring/summer brochure has been distributed.

Today the four new commercials are being shot. The businesses included are Amici, Pamela Roose, Lady Bug Boutiqe, Middlesex Music, Klekelo, Iquanas Ranas, Vinny's Jump n Jive, El Pulpo, Forbidden City, O'Rourkes Diner, YMCA, Sweet Harmony Café. A Pocket full of Posies is also being shot to be substituted in for Sandra James boutique.

Marketing package invoices are being mailed out.

Tax Collection: According to the Tax collector we have collected 100% of our 2015/2016 tax year, we have requested a final check of any remaining balance

Downtown Security: After numerous instances of dangerous activities with high school aged kids on bicycles in the central block, a meeting was held at the Chamber of commerce and the DBD's request. The Mayor, his chief of staff, and a Police Captain attended along with representatives of various businesses and property owners. The goal of the meeting was to bring to light the sudden onset of this pack of kids that were disrupting business with no regard for the Business community, the public or the Police. The business community wanted there to be a "one voice" response from the department, with all responding officers on the same page. We also wanted a responsive response to the businesses that call in for help. The discussion was very candid and positive. The outcome was that the Police Captain would work on the issues, and try to have more coverage on the street.

Things have been quieter since, and we have been seeing more of the officers that excel at community policing. I also understand that the subject was discussed at the recent police commission meeting and there was discussion about approving more coverage for Main Street.

Police Report – Sean Moriarty

Sean reports the police department is looking to hire more man power for the downtown beat and cruisers on the road where it is needed. There is a significant problem, especially on the weekends with Mezzo Grill drawing in large crowds. The car show was a great success, without incident. The police department is now gearing up for the fireworks on Friday, July 1st, 5k road race on July 20th and motorcycle mania on August 10th. Gary Nagler reports via email that panhandling is seriously on the rise and is becoming an issue with guests at the Inn at Middletown.

Planning – Tom Marano

Diane Gervais reports on Tom's behalf; the construction for the Fed Ex building is underway.

The CONNDOT will be milling and paving Washington St. from Home Depot to Route on the follow days:

Milling: 7/17 – 7/20

Paving: 7/24 -7/28

All work to be done 7:00pm – 5:00am

Webinar at the Chamber of Commerce – "Retail as an economic development catalyst"
from 2:30 – 4:00.

Part 1 – Today, June 22nd

Part 2 – Wednesday, June 29th

Parking Report - Geen Thazhampallath

None

Public Works – William Russo

None

Chamber of Commerce – Cathy Duncan

Grand Openings are as follows:

- Wednesday, June 22nd - Perk on Main at 4:00pm
- Thursday, June 23rd - Forest City Brewing at 4:00pm
- Monday, July 18th - Creative Girl Studio at 4:00pm

Grand Re-Openings are as follows:

- Red Fox Restaurant and Serve Pro /Westfield Section of Middletown

The car cruise night broke all records with approximately 1,000 cars on Main Street. The Chamber is looking to improve on where the food vendors will be set up. Ann Marie suggested the health department be present before and after the event to ensure proper clean up is done. The regular vendors will be set up on the sidewalks along Main Street and \$5.00 will be charged for every car entered.

Upcoming downtown events are as follows:

- Wednesday, July 20th – 5K Road Race; No rain date
- Wednesday, August 10th – Middletown Motorcycle Mania; Rain date Wednesday August 17th

Business after work:

- Monday June 18th – Courtyard Marriott in Cromwell from 5:00 -7:00

New Business –

Tom Ford reports the Hajjar project is going well and is slightly over budget. The first units are due to arrive during the first week of July.

A new lease has been signed for a hair salon at 390 Main St. They are planning on opening within the next couple of months.

Diane Gervais would like to send kudos the Public Works for a great job cleaning up after cruise night.

- Motion to adjourn by Marc Levin
- 2nd by Maryann Perrotti

